

### **REMARKS**

This responds to the Office Action dated January 23, 2008.

Claims 1, 2, 6-15, 17, 19-23 and 25-30 are amended, claims 3, 5 and 24 are canceled; as a result, claims 1, 2, 4, 6-23 and 25-30 are now pending in this application.

### **Claim Objections**

Claims 23, 25 and 28-30 were objected to under 37 C.F.R. 1.75 as being a substantial duplicate of claims 2, 4 and 8-10 respectively. Claims 23, 25 and 28-30 have been amended. The objections have been overcome.

### **§102 Rejection of the Claims**

Claims 1-5, 8, 11, 16-18, 20-26 and 28 were rejected under 35 U.S.C. § 102(b) for anticipation by Hendricks et al. (U.S. Patent No. 6,463,585).

Amended independent claim 1 recites in part:

“obtaining said preferred information;

obtaining a list of addresses of said targeted information;

storing said list of addresses of said targeted information at a viewer's location;

receiving said trigger;

selecting an address from said list of addresses of said targeted information based upon

said trigger and said preferred information;

obtaining said targeted information using said address; and

combining said targeted information with said video signal for display.”

(Emphasis added.)

Hendricks teaches a system for delivering targeted advertisements in a television network. The system includes a video targeting routine that makes use of a viewer's demographic information and viewing habits to determine those advertisements that may be most effective when displayed to that particular viewer. (Col. 4, lines 12-17) An advertisement assignment module provides an ad playbill input to the commercial operations module. The ad

playbill input specifies which particular advertisement is to be aired at a particular time slot, the run-time for the advertisement, and the location of the advertisement in storage in the operation center. The ad playbill is then used to retrieve the appropriate analog or digital tape or file containing the selected advertisement. (Col. 33, lines 37-42) (Figure 1, showing the operation center 202) Hendricks then teaches that the targeted advertisements can be broadcast to individual set top terminals and stored within the memory of the set top terminal. (Col. 34, lines 63-68)

Thus, Hendricks teaches storing the location (or addresses) or the targeted advertisement in the operation center and storing the targeted advertisement in the memory of the set top terminal.

Applicant respectfully submits that Hendricks fails to teach storing the location of the targeted advertisement in the memory of the set top terminal. More specifically, Applicant submits that Hendricks fails to teach “storing said list of addresses of said targeted information at a viewer’s location,” as claimed in claim 1.

Applicant submits that the 102 rejection has been overcome, and at least for the above reason, claim 1 and its dependent claims 2, 4 and 6-10 are patentable over Hendricks.

Applicant submits that, at least for the same reason presented above, independent claims 11, 17 and 22 and their corresponding dependent claims are also patentable over Hendricks.

#### §103 Rejection of the Claims

Claims 6, 7, 12, 13 and 27 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Hendricks et al. (U.S. Patent No. 6,463,585) in view of Dudkiewicz et al. (U.S. Patent No. 6,973,665).

Applicant submits that since claims 6 and 7 depend from claim 1, claims 12 and 13 depend from claim 11, and claim 27 depend from claim 22, and since claims 1, 11 and 22 are patentable for the reason presented above, claims 6, 7, 12, 13 and 27 are also patentable. This rejection has been overcome.

Claims 9, 10, 15, 19 and 29-30 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Hendricks et al. (U.S. Patent No. 6,463,585) in view of Broadwin et al. (U.S. Patent No. 5,929,850).

Applicant submits that since claims 9 and 10 depend from claim 1, claim 15 depend from claim 11, claims 19 depend from claim 17, and claims 29-30 depend from claim 22, and since claims 1, 11, 17 and 22 are patentable for the reason presented above, claims 9, 10, 15, 19 and 29-30 are also patentable. This rejection has been overcome.

### CONCLUSION

Applicant respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's attorney at 408-278-4059 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

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Date April 23, 2008

By

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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop Amendment, Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 23 day of April 2008.

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